

ORDER



KS NV

Orders	Order / Rev:	106602
	Alt Order #:	06852462
	Product Desc:	JOE HECK 4 CONGRESS
	Estimate:	2690
	Flight Dates:	09/17/12 - 09/30/12
	Original Date / Rev:	09/14/12 / 10/02/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency Name: Strategic Media Placement, Inc.
Buying Contact: _____
Billing Contact: _____
7669 Stagers Loop
Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heck, Joe for Congress
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	57	\$34,275.00	\$29,133.75	September 2012	57	\$34,275.00	\$29,133.75	0.00
					Totals	57	\$34,275.00	\$29,133.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	30%	\$34,275.00
Market	100%	\$114,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$34,275.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$34,275.00
KTUD	0%	\$0.00
KVVU	10%	\$11,425.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

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Totals 57 \$34,275.00